

Historic, Archive Document

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HARDY FUCHSIA ...

NEW

Senorita



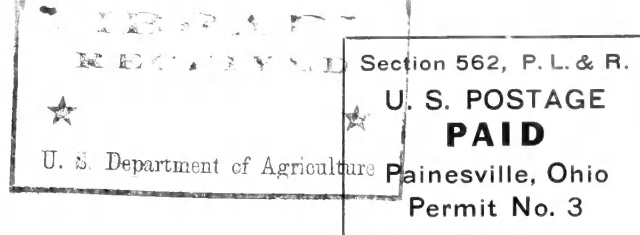
Senorita, the newest "lovely" for 1942 gardens produces an abundance of jeweled pendant flowers fully 2 to 3 inches long, of flaming rose-red with a corolla of strikingly beautiful mulberry purple. Hardy and vigorous grower. Height at maturity, 3 feet with spread of 2 1/2 feet. Foliage bright glossy green. A rare combination of charm and beauty. Blooms August 'til frost.

Husky Plants
75c. each, \$1.75 for 3
Extra Strong Plants
\$1.25 each, \$3.00 for 3

SCARLET BEAUTY (Plant Patent No. 440)

Introduced in 1940 and since widely acclaimed by gardeners everywhere. Like Senorita but somewhat more spreading and smaller flowers in tremendous quantities. Blooms July 'til frost. *New low prices.*

Strong Plants..... 50c. each, \$1.20 for 3
Extra Large Plants..... 85c. each, \$2.00 for 3



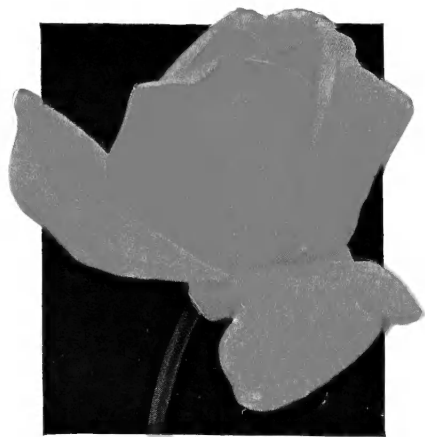
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U.S. Dept. of Agriculture
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"EVERYTHING THAT'S GOOD AND HARDY"

Cole certifies all plants as true to name, to be the finest in quality and to be disease free. If found otherwise we guarantee full adjustment if notified within FIVE DAYS—all orders must be net cash in advance. No C.O.D.'s. Delivery charges prepaid to greater Cleveland. Elsewhere orders will be sent collect **except** Roses, Perennials, Bulbs and Vines which **will be prepaid** to all points east of Mississippi River and north of the states of Tennessee and North Carolina. Ohio customers should include usual sales tax except on Fruit Trees, Fruit Plants and Bulbs which are exempt.

1881 • *The Cole Nursery Co.* • 1942
2000 Mentor Ave. Painesville, Ohio On Route 20

RETURN POSTAGE GUARANTEED



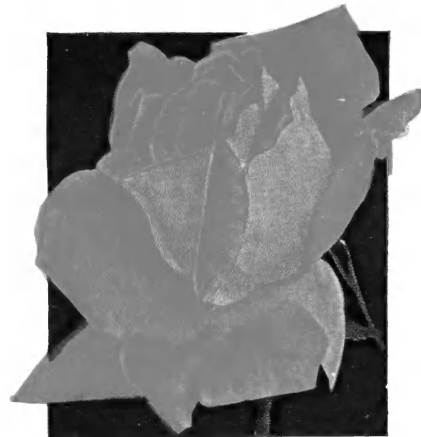
Duquesa de Penaranda



Etoile de Hollande



Mrs. E. P. Thom



Condesa de Sastago



Soeur Therese



Rouge Mallerin



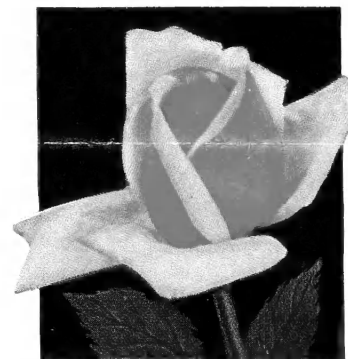
Mrs. Sam McGredy



Golden Sastago



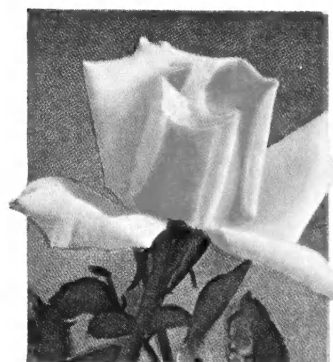
Mme. Jos. Perraud



Miss Rowena Thom



Caledonia



Edith Nellie Perkins

COLE'S "Special Dozen" ROSE GARDEN COLLECTION

*This Outstanding Offer Includes All Twelve
of the Finest Roses as Pictured*

XX GRADE GUARANTEED TO GROW

XX Grade - Special at \$8.00 **A Grade - Special at \$6.50**
Verified value \$10.45 Verified value \$8.60

For generations thousands of gardeners have preferred Cole's Northern-grown Roses because of their beauty and dependability. As there is no substitute for quality in Roses, Cole has always adhered to the set policy of growing and offering only the best. The exceptional offers featured on this page include only the finest, 2-year-old, field-grown plants having husky, hardy root systems which will supply healthy bloom in abundance.

Cole's Special Half-Dozen Rose Offers

"LADY BOUNTIFUL" Rose Offer

	Each	3 for
Condesa de Sastago, XX	\$0.90	\$2.40
Edith Nellie Perkins, XX	.90	2.40
Etoile de Hollande, XX	.75	2.00
Golden Sastago, XX	1.00	2.50
Mrs. Sam McGredy, XX	.90	2.40
Soeur Therese, XX	.90	2.40

SIX OF THE BEST

XX GRADE **\$4.50**
Verified value \$5.35
A GRADE **\$3.75**
Verified value \$4.40

"PRINCE CHARMING" Rose Offer

	Each	3 for
Caledonia, XX	\$0.90	\$2.40
Duquesa de Penaranda, XX	.90	2.40
Miss Rowena Thom, XX	.75	2.00
Mrs. E. P. Thom, XX	.75	2.00
Rouge Mallerin, XX	.90	2.40
Mme. Jos. Perraud, XX	.90	2.40

A GORGEOUS HALF DOZEN

XX GRADE **\$4.30**
Verified value \$5.10
A GRADE **\$3.60**
Verified value \$4.20

COLE'S JUSTLY FAMOUS

Bargain Rainbow Rose Offer

They are all 2-year-old, field-grown plants but averaging somewhat smaller in height than that of our Top Grade. Although a bit junior in size they will give complete satisfaction in every respect. This offer which has become a tradition of this business is made up of only the very finest named varieties, Cole's Selection.

5 Roses—all different **\$1.50** **10 Roses—all different** **\$2.75**
20 Roses—all different **\$4.90**

COLE'S ROSE GUARANTEE

All XX grade plants are guaranteed to grow and bloom at their first natural blooming period, failing which we will replace them without cost to you. Claims to be made by August 1st following delivery. Our Select A Grade plants are of equal quality but not quite as large.

THE BEST OF THE FLOWERING SHRUBS

Cole's

for years has specialized in Flowering Shrubs. Their usefulness as specimen plantings, as borders or in groups—in fact, wherever graceful beauty is desired cannot be matched. You may be certain that those listed here are fine strong plants.



HIBISCUS (*Mallow*)
Scarlet Rosemallow. 6 ft. New giant flowering variety. Huge, single, deep-red blooms often 6 in. across and as deep. Has as many as 50 to 100 blooms at one time. Foliage deeply cut, turns a beautiful red in the Fall. Striking and imposing in its form and vivid coloring. Blooms in August.
40c. each, \$1.00 for 3, \$3.00 for 10.

OTHER NEW AND POPULAR SHRUBS

AZALEA mollis (Chinese Azalea). Very hardy. Large trumpet-shaped flowers mainly flame to salmon-pink in great profusion in late May. Grows to 3 ft. 9 to 12 in. \$1.35 each, 12 to 15 in. \$2.00 each.
CLETHRA alnifolia (Summer Sweet). Intense, spicy fragrant white flowers on long spikes in August. Grows to 5 ft. 12 to 18 in. 65c. each, 1½ to 2 ft. 80c. each, 2 to 2½ ft. \$1.10 each.
SENSATIONAL NEW RED FLOWERING QUINCE. The grandest deep scarlet variety so rare and so much desired. Grows to 5 ft. 1½ to 2 ft. \$1.00 each, 2 to 3 ft. \$1.25 each, 3 to 4 ft. \$1.75 each.

MAHONIA

More properly known as the Oregon Holly Grape, it has shiny, large, spiny, metallic looking leaves which turn a bronzy red in Autumn. In Spring large clusters of yellow flowers appear which are followed by blue fruit in June and July. One of the most attractive evergreens and very easy to grow. Of great decorative value and decidedly worthwhile.

10 to 12 in., Bare Root \$0.90 each
12 to 15 in., B&B \$1.85 each
15 to 18 in., B&B \$2.50 each



NEW HARDY PINK CREPE MYRTLE

Plant Sensation of 1942

The Southland's beloved plant NOW hardy to northern Massachusetts. New growth each year of thick, glossy-green foliage entirely blanketed with breathtaking flowers of fluffy, soft pink from July to frost. Guaranteed by replacement or refund. \$1.00 each, \$2.50 for 3.



NEW HYBRID BLUEBERRIES

Decorative shrubs which flower in the Spring followed by luscious fruit. Foliage is very lustrous and beautiful, taking a vivid coloring in the Fall. Berries are full-bodied and very delectable. Ultimate growth 2 to 4 ft.

Cabot Low, spreading, June.
Rancocas Tall, Midseason.
Pioneer Medium size, Midseason.
Rubel Tall, late.

	Each	Three	Ten	Fifty
Fine 2 yr. plants . . .	\$0.75	\$2.00	\$6.00	\$25.00
Large, 4 yr. plants . .	1.50	4.00	12.00	50.00

ROCK COTONEASTER

Horizontalis. 2½ ft. Really the queen of low growing shrubs. Prostrate in habit with horizontal spreading branches covered with shiny, dark green leaves. In the Fall it produces a multitude of brilliant red berries which persist until Spring. Most desirable for rock-gardens or for foreground planting. 9 to 12 in. \$1.00 each, 12 to 18 in. \$1.60 each.



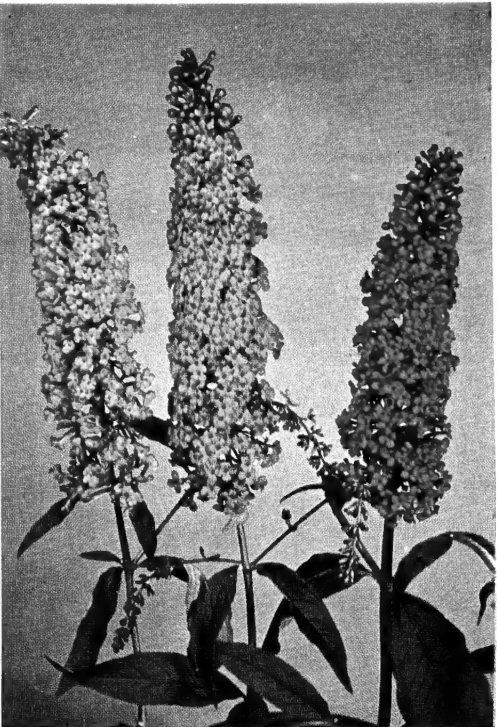
BERRY-BEARING SHRUBS

HIGHLY DECORATIVE AND ATTRACTIVE TO BIRDS

SNOWBERRY (*Upper left*). 4 ft. Pink flowers in the Spring. Attractive foliage all Summer followed in the Fall by large, waxy white berries. 2 to 3 ft. 60c. each, 3 to 4 ft. 80c. each.
VIBURNUM AMERICANUM (*Lower left*). 8 ft. Large, deep-green foliage and huge panicles of white flowers followed by bright red berries in the Autumn. 1½ to 2 ft. 75c. each, 2 to 3 ft. \$1.00 each, 3 to 4 ft. \$1.35 each.
CALLICARPA (Chinese Beautyberry) (*Center*). 5 ft. Graceful branches are covered with thousands of small, pink-tinted flowers in August. Late September brings masses of violet-purple berries lasting well into Midwinter. 2 to 3 ft. 70c. each, 3 to 4 ft. \$1.00 each.
LINDEN VIBURNUM (*Upper right*). 8 ft. Handsome, hardy, free-flowering shrub especially valuable for its numerous scarlet berries which remain until late Winter. 1½ to 2 ft. 75c. each, 2 to 3 ft. \$1.00 each, 3 to 4 ft. \$1.35 each.
BRIGHT CHOKEBERRY (*Lower right*). 6 ft. In the Spring fragrant white flowers are borne in profusion. In the Fall foliage becomes bright red and brilliant red berries appear. Very beautiful. 1½ to 2 ft. 65c. each, 2 to 3 ft. 80c. each, 3 to 4 ft. \$1.10 each.

SPECIAL GROUP OFFER — Five Bird-loving Shrubs

1 each (smallest size listed), value \$3.45—Special \$3.00
1 each (largest size listed), value \$5.60—Special \$4.75



THE NEW BUDDLEIAS

CHARMING :: CONCORD :: DUBONNET
Three of the best, these Butterfly Bushes are majestic in their form and beauty. Growing to 6 ft., their long, showy spike-blossoms of vivid coloring are a joy to behold. Profuse late Summer and Autumn flowering. Excellent for cutting. No garden should be without them.

65c. each All 3, special \$1.60—Regular value \$1.95

Azure Fairy. Another recent introduction of special hardiness, growing to 6 ft. and blooming in June. Tremendous, long arching branches lined with blue and gold flowers. 1½ to 2 ft. 60c. each, 2 to 3 ft. 90c. each



COLE'S BLUE HYDRANGEA

Considered the very best variety yet introduced! Produces multitudes of huge, gorgeous blue flower heads similar to the greenhouse type—yet hardy outdoors. Blooms all Summer, growing to 3 ft. Requires acid soil for best blue color.

9 to 12 in. . . \$1.00 each 12 to 18 in. . . \$1.50 each
Special Offer—3 (9 to 12 in.) for \$2.50;
3 (12 to 18 in.) for \$3.90

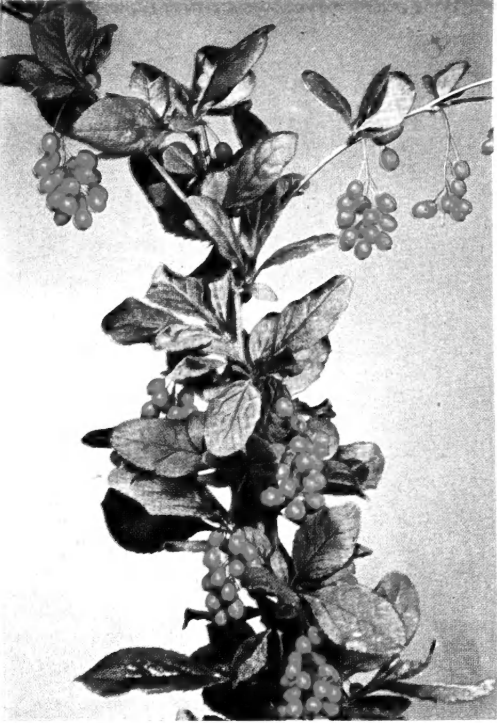
HYDRANGEA, HILLS OF SNOW

Large, pure snow-white flowers in June, July. Faultless, large green foliage. Will grow in partial shade. 1½ to 2 ft. . . 60c. each 2 to 3 ft. . . 80c. each

HYDRANGEA, PEEGEE (*Paniculata*)

The lovely Fall blooming Hydrangea with enormous pyramidal trusses of white flowers turning through pink and bronzy whites.

1½ to 2 ft. . . 60c. each 2 to 3 ft. . . 80c. each
3 to 4 ft. . . . \$1.15 each



BEAUTIFUL KOREAN BARBERRY

Koreana. 6 ft. New handsome species with broad leaves coloring intense red in Autumn. Bright red fruit persisting throughout Winter. Perfect in mixed shrub planting or as hedge or screen.

1 to 1½ ft. 60c. each, \$1.50 for 3
1½ to 2 ft. 75c. each, \$1.85 for 3

NEW RED HONEYSUCKLE

Honeysuckle Zabeli. A great introduction. Flowers really red and very prolific. Foliage perfect. Bush upright, symmetrical, dense and compact.

1½ to 2 ft. 75c. each, \$1.95 for 3
2 to 3 ft. \$1.00 each, \$2.50 for 3
3 to 4 ft. \$1.40 each, \$3.50 for 3

ROSE DAPHNE

This delightful shrub of low spreading habit does not grow over 12 in. high. Its delicately perfumed rose-pink flowers completely cover the plant in the Spring and again in early Autumn. For many uses it is unequaled, especially for rock gardens, as an edging plant in front of evergreens and shrubs or as a low growing hedge along walks and around flower beds. Prefers sunny, well drained sandy soil and requires some Winter protection.

6 to 9 in. 90c. each, \$2.00 for 3
9 to 12 in. \$1.25 each, \$3.00 for 3



Brighten up the grounds
with the beauty of Cole's
Flowering Trees.

FLOWERING TREES

FREE—"Everything
That's Good and Hardy"

For years gardeners have preferred
Cole's Flowering Trees because of
their vigorous bloom.

DOUBLE PINK WEeping CHERRY

A never-to-be-forgotten sight when in
bloom. Branches are a solid glowing mass
of dazzling double pink flowers of breath-
taking beauty. 5 to 6 ft. \$4.75 each.



DOUBLE-FLOWERING CRAB ➡

Large, double pink rose-like flowers of amazing
beauty and fragrance. Very sturdy with stiff, erect branching
habits. Will grow and thrive in almost any location.
2 to 3 ft. . . \$1.25 3 to 4 ft. . . \$1.75 4 to 5 ft. . . \$2.50

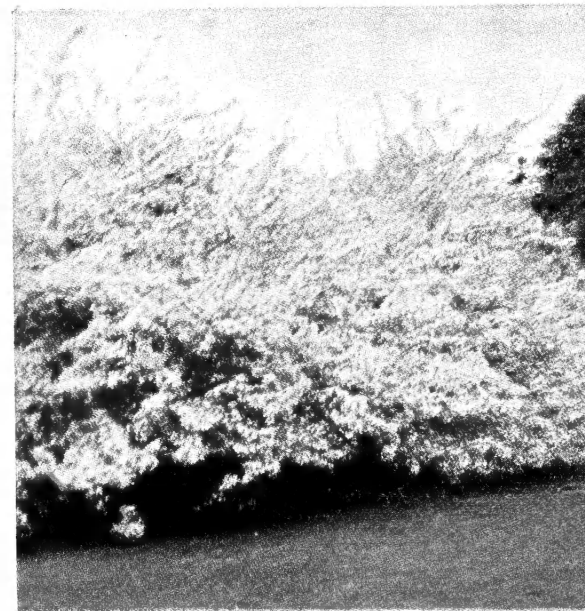
Cole's 1942 Catalog.—Depicts one of America's
finest and largest collections of hardy outdoor plants
(rare varieties, new sensations, specimen plants, old
favorites). Do NOT miss your chance to glorify
your home with Cole's Extra Value plant material.
We guarantee highest quality obtainable.

Write for your FREE copy now.

← PINK-FLOWERING DOGWOOD

Known the world over for the beauty of its large,
single light red flowers. Hardy and free flowering.
Grows slowly to 16 ft. Fine specimens.

2 to 3 ft.	\$3.00	4 to 5 ft.	\$6.75
3 to 4 ft.	\$4.00	5 to 6 ft.	\$9.00



Fuchsia riccartoni "SCARLET BEAUTY" and Fuchsia "SENORITA"

Cash

How Shipped

TERMS CASH—No C. O. D. See page 2 for Terms, Guarantees, etc. Cole prepays all carrying charges to greater Cleveland. Elsewhere orders will be sent collect except for Roses, Perennials, Bulbs and Vines which will be prepaid to all points east of the Mississippi River, and north of the states of Tennessee and North Carolina. If wanted by mail outside this area add sufficient funds to cover postage and thus save delay.

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BUY LIBERALLY OF COLE'S SPECIAL OFFERS

Be sure to order TRUEHEDGE. You will thrill with the results attained by your handiwork

[illegible]

**SPECIAL
NOTICE**

If you know anyone who does not receive our Catalogue, and would like one, we shall appreciate receiving their names.

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